

FIG. 1

132

42

46

44

YOU MAY ALREADY BE A WINNER
OF \$1,000,000 IN THE
XYZ SWEEPSTAKES!!!

JOHN DOE,

YOU MAY ALREADY BE A WINNER OF \$1,000,000!!! BY REPLYING TO THIS FACSIMILE, YOU WILL BE ENTERED TO WIN AN ADDITIONAL \$1,000,000 IN THE XYZ SUPPLEMENT SWEEPSTAKES.*

DO NOT HESITATE TO ANSWER THIS ONCE IN A LIFETIME OPPORTUNITY!!!

BY CHECKING "YES", AND RETURNING THIS NOTICE VIA FAX TO 800-555-1000 WITH THE REQUIRED INFORMATION, YOU WILL BE ENTERED TO WIN \$1,000,000 IN THE XYZ SWEEPSTAKES.

YES I WANT TO BE REGISTERED TO WIN \$1,000,000. BY ENTERING YES, YOU WILL ALSO AUTOMATICALLY BE ENTERED TO WIN AN ADDITIONAL \$1,000,000 IN THE XYZ SUPPLEMENTAL SWEEPSTAKES.

NAME _____

ADDRESS _____ CITY _____ ZIP _____

E-MAIL _____ ALL FIELDS NECESSARY FOR A VALID ENTRY.

NO I DON'T WANT TO BE RICH BEYOND MY WILDEST DREAMS.

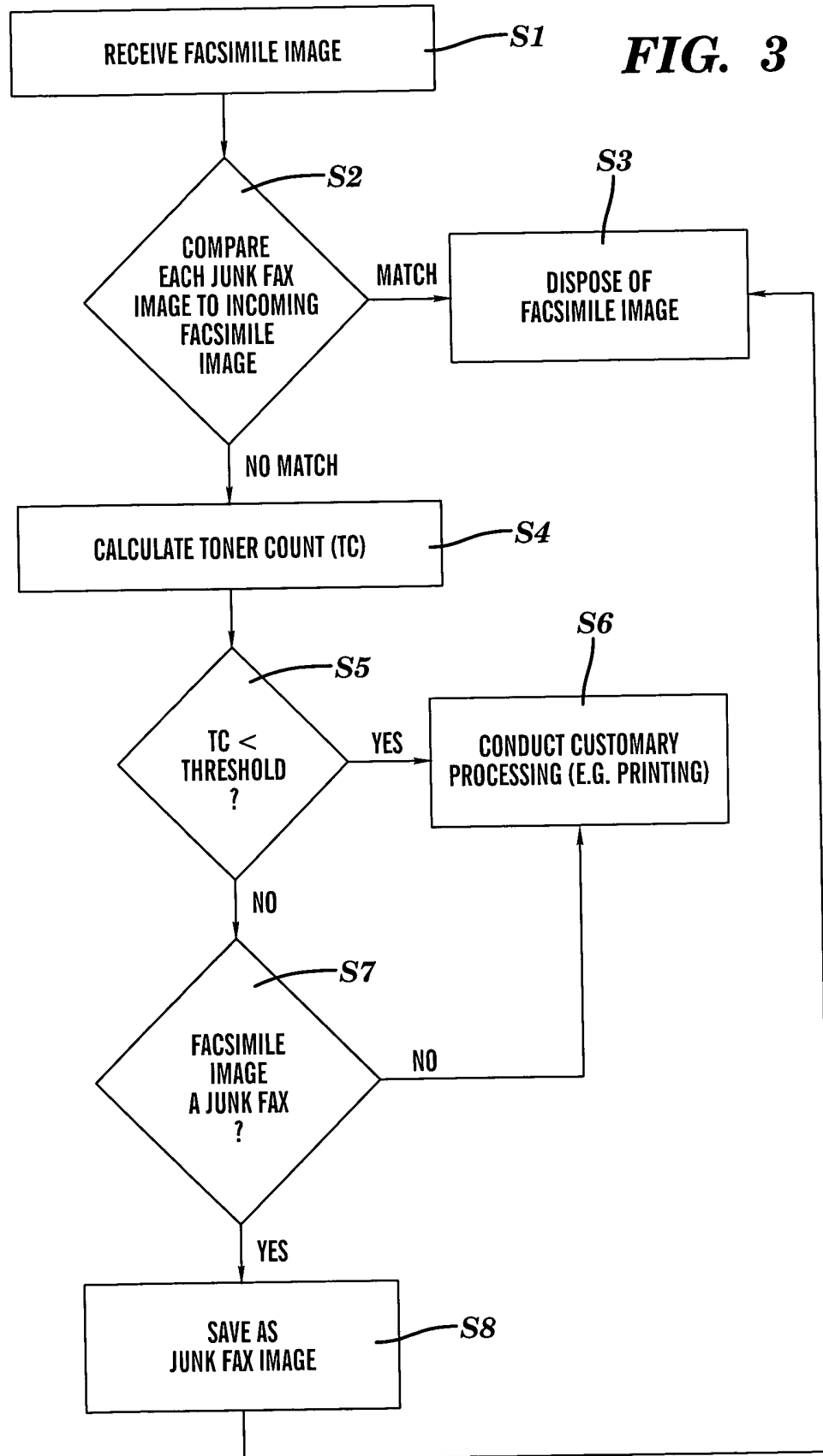
JOHN, DO NOT IGNORE THIS ONCE IN A LIFETIME OPPORTUNITY. YOU'LL NEVER HAVE TO WORK AGAIN IN YOUR LIFE!

SINCERELY,
JANE DOE,
XYZ CORPORATION

*ALL WINNERS SUBJECT TO APPROVAL BY XYZ CORPORATION. XYZ CORPORATION IS A MASS MARKETING COMMUNICATION COMPANY INCORPORATED IN THE BAHAMAS.

FIG. 2

FIG. 3



32 80 70

**YOU MAY ALREADY BE A WINNER
OF \$1,000,000 IN THE
XYZ SWEEPSTAKES!!!**

JOHN DOE,

**YOU MAY ALREADY BE A WINNER OF \$1,000,000!!! BY REPLYING TO THIS FACSIMILE, YOU WILL BE
ENTERED TO WIN AN ADDITIONAL \$1,000,000 IN THE XYZ SUPPLEMENT SWEEPSTAKES.***

DO NOT HESITATE TO ANSWER THIS ONCE IN A LIFETIME OPPORTUNITY!!!

**BY CHECKING "YES", AND RETURNING THIS NOTICE VIA FAX TO 800-555-1000 WITH THE REQUIRED
INFORMATION, YOU WILL BE ENTERED TO WIN \$1,000,000 IN THE XYZ SWEEPSTAKES.**

**YES I WANT TO BE REGISTERED TO WIN \$1,000,000. BY ENTERING YES, YOU WILL ALSO AUTOMATICALLY
BE ENTERED TO WIN AN ADDITIONAL \$1,000,000 IN THE XYZ SUPPLEMENTAL SWEEPSTAKES.**

NAME _____

ADDRESS _____ CITY _____ ZIP _____

E-MAIL _____ ALL FIELDS NECESSARY FOR A VALID ENTRY.

NO I DON'T WANT TO BE RICH BEYOND MY WILDEST DREAMS.

**JOHN, DO NOT IGNORE THIS ONCE IN A LIFETIME OPPORTUNITY. YOU'LL NEVER HAVE TO WORK
AGAIN IN YOUR LIFE!**

**SINCERELY,
JANE DOE,
XYZ CORPORATION**

***ALL WINNERS SUBJECT TO APPROVAL BY XYZ CORPORATION. XYZ CORPORATION IS A MASS
MARKETING COMMUNICATION COMPANY INCORPORATED IN THE BAHAMAS.**

FIG. 4

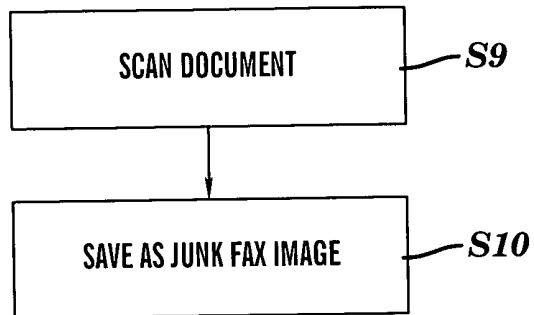


FIG. 5